



Foto: Volker Kreidler

## **VOLKSWAGEN GROUP FORUM – BERLIN**

**DESIGN  
OFFICE AND COMMERCIAL**

<b>CLIENT</b>	<b>Volkswagen Immobilien Service GmbH</b>
<b>MEASURES</b>	<b>Conversion, interior architecture and event design</b>
<b>TIMEFRAME</b>	<b>2013–2015</b>
<b>SERVICE PHASE</b>	<b>LPH (HOAI) 1–5, OAM 6–8</b>
<b>SIZE</b>	<b>GFA 13,050 m<sup>2</sup></b>

The "DRIVE" concept has enabled Volkswagen to bring all the Group's brands and Volkswagen Financial Services AG under one roof through the conversion of more than 10,000 square meters of presentation space in the heart of the capital. As part of the conversion, a new presentation platform, a new gastronomy offering retail and conference areas were developed, extending the company's representation to best effect. The exhibition for the opening "START" of the DRIVE was designed and implemented by the Hamburg agency NEST ONE.